

EPISODIC DELIVERY OF CONTENT

ABSTRACT OF THE DISCLOSURE

A system, method, and apparatus are provided that allow episodic delivery of
5 entertainment content to a user. More specifically, an application module is created with
episodic content technology, which can be purchased as a CD-ROM or downloaded from
a remote server. The application module contains a current episode of the game and a
technology shell to allow future episodes to be downloaded and executed. The
entertainment content delivery system is implemented through a centralized server that
10 provides new episodes of the content available for downloading at regularly scheduled
intervals to the users' computers. The current instantiation of the application module
segregates technology components from content components of the application module to
allow independent modification of either. Technological advancements are incorporated
as they occur into the new episodes and are executed by the application module. An
15 Internet-enabled game using the entertainment content delivery system communicates
with users through various mechanisms, including e-mail, voice mail, fax machines, web
sites, and the like.